



A Message to the Shoe Dealers of Canada

During the next eight weeks you will be buying for next Fall and Winter. Perhaps you have already placed orders, but can have your supplier change specifications of the shoes. With this fact in mind, consider the situation from the standpoint of shoes built on Neolin soles.

A little over a year ago we made our first announcement of Neolin. The immediate demand was such as to much overtax our factory. So great was this demand that we were forced to cancel our advertising. Even this did not entirely relieve the situation, for the enthusiastic wearers of Neolin spread the story of its virtues by word-of-mouth.

To-day our manufacturing facilities are many times what they were a year ago. They are far greater than we anticipated. So we can supply soles for a big percentage of the shoes that will be made. We are not waiting for this demand to come, but are resuming an advertising campaign that will tell the story of Neolin in every city, town and hamlet in the Dominion.

By next Fall we believe that 50% of the shoe purchasers will demand shoes built on Neolin. An additional good percentage will accept Neolin, if, when they come to buy shoes, you explain why Neolin is better than leather. And later they will thank you for your thoughtfulness in getting them to buy more durable and more comfortable shoes.

Neolin has been a great success. Because of distinct superiorities it is replacing leather for shoe soles.

Neolin's appearance can be imitated. But Neolin's qualities are the result of methods and materials known only to us.

Now there are other soles that look like Neolin.

This means that every proprietor of a shoe store in Canada, if he is going to please and hold his trade, should at this time specify to his manufacturer or jobber that half or more of the shoes he is now ordering for sale next Fall shall be built on Neolin.

Most dealers will order a great percentage of their shoes built on Neolin, but even the keenest shoe merchant can hardly know of the great demand that is rolling up day by day, week by week, month by month, for Neolin and the better shoes it makes possible.

Some dealers have become Neolin specialists from early in the history of Neolin. They have advertised Neolin and with wonderful results. Several retailers who have advertised have attracted a bigger demand for shoes built on Neolin than for shoes built on leather, and have not only increased their local trade but have opened up some mail order business from localities where retailers had not featured Neolin.

Shoe manufacturers and jobbers are thoroughly acquainted with the outstanding qualities of Neolin, and are enthusiastic as to these qualities. But they, after all, will only build as many shoes on Neolin as the retailer orders. Hence this message to shoe merchants. Be prepared for this tremendous Neolin business next Fall and Winter. Think of it when next the salesman shows his samples. Ask for orders recently placed to be filled with shoes built on Neolin.

But there is only one Neolin—and every pair of soles is branded with the trademark below.

To be sure of the genuine Neolin—mark that mark; stamp it on your memory. Ask for Neolin with the accent on the "o"—Neolin.

—the trade symbol for a quality product of

The Goodyear Tire and Rubber Co. of Canada, Limited

Neolin